

# Michelle Taylor

Principal Product Designer - B2B, B2B2C, and SaaS Platforms (FinTech, E-commerce, Logistics)

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Open to remote or relocation, currently based in Utah or Washington

## PROFESSIONAL SUMMARY

Principal/Lead Product Designer with 10+ years leading complex B2B and B2B2C products across e-commerce, fintech, and enterprise platforms. Combines deep platform expertise with a modern, builder-led workflow, leveraging agentic coding and LLM orchestration to ship production-ready experiences. Proven track record of architecting complex systems and navigating complex regulatory environments through a data-first design philosophy. Translates ambiguous business problems into high-impact product experiences, owning the end-to-end process from problem framing and research through launch.

## CORE COMPETENCIES

**Strategy & Leadership:** Product Strategy, Roadmap Prioritization, Stakeholder Management, Mentorship & Critique

**Design Execution:** Design Systems (Web/iOS/Android), Rapid Prototyping, IA, WCAG Accessibility

**AI & Technical:** Agentic Workflows (Cursor, Claude Code, Pencil), Prompt Engineering, LLM Evaluation, Local-first AI

## TOOLS & TECHNOLOGY

Figma · AI tools (Claude/Design, Cursor, Chat GPT, Gemini, Pencil.dev) · Familiar with PostGIS / SQL, Local-first AI (Ollama/Llama)

## EXPERIENCE

### Product Design & AI Engineering (Independent)

08/2024 – Present

#### Self-directed learning & exploration

- Stepped back after 10+ years in product design to deepen expertise in AI and how it's reshaping the craft. Solo-designed and vibecoded multiple production apps using Claude Code; iterating in code, not just mockups, with AI as a core collaborator from problem framing through launch.
- Developed custom internal debugging tools to validate LLM output accuracy against small datasets, ensuring high-fidelity results before scaling to production features.
- *RoamsWild*; Designed to solve public-land data fragmentation by unifying geospatial datasets into a high-utility discovery and travel planning tool. I architected a PostGIS pipeline that filters data at ingest against authoritative land polygons, ensuring all user-facing terrain is deterministically bounded to legal dispersed-camping areas. While using selective LLM enrichment for metadata gaps, the core platform relies on a tier-based difficulty model derived from raw geospatial attributes to prioritize user safety over fabricated defaults.
- *ClipQuery*; Built a local-first AI architecture for external storage indexing using CLIP and Ollama to provide metadata and full search capabilities for offline media.
- *ReelReady*; AI-assisted social media video production; automated video analysis, trending-audio research, and caption generation. Powered by Gemini and Claude Haiku.

### Bolt

04/2022 – 07/2024

#### Senior Product Designer — E-commerce, Payments & Consumer Platforms

- Led design for merchant onboarding and financial account setup, collaborating with compliance and legal, reducing time-to-value from weeks to days by eliminating manual implementation workflows; drove several hundred merchant sign-ups shortly after launch.
- Increased abandoned cart recovery rate from 6% to 13% (some up to 26%), helping merchants recover over \$18M in potentially lost revenue.
- Partnered with Product and Engineering to scope, prioritize, and ship a net-new product in under 60 days as part of a company-wide initiative.
- Contributed foundational components and interaction patterns to the design system supporting merchant and shopper experiences, accelerating feature delivery.
- Identified systemic UX friction in the merchant checkout configuration flow, shaping roadmap priorities and cross-team investment decisions.

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## EXPERIENCE (CONT)

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### Capital One

02/2019 – 11/2021

#### Principal Experience Designer — Commercial Banking Platforms

- Led design for a unified spend management platform serving commercial card administrators and cardholders, standardizing expense processes for hundreds of commercial clients and reducing fragmented workflows.
- Conducted and synthesized 50+ user research sessions into a multi-year product roadmap, directly informing the strategy, IA, and multi-year product strategy and immediate backlog prioritization for the next-generation Commercial Card Platform.
- Defined a mobile design system for commercial card applications across iOS and Android, enabling consistency in a highly regulated environment.
- Established a global single sign-on vision aligning security, compliance, and UX requirements across commercial banking products.
- Supported and mentored designers through critique, feedback, and cross-functional collaboration.

### C.H. Robinson

11/2017 – 02/2019

#### Lead UX Designer — Transportation & Logistics Platforms

- Led on-site user research with enterprise users across industries to inform platform-level information architecture and workflow improvements for supply chain management tools.
- Partnered with Engineering to establish foundational design standards and reusable UI patterns, reducing design-to-development handoff time and standardizing 40+ UI patterns across the enterprise suite.

### Clockwork

10/2011 – 08/2017

#### Interactive Designer — Agency, Government, Non-Profit, Consumer, B2B, Retail

Delivered digital products across government, non-profit, retail, and B2B clients in a multidisciplinary agency setting; contributed to the WCAG 2.0-compliant redesign of a Minnesota county's intranet and public site.

## EDUCATION

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**University of Washington — Seattle** · B.A. in Design Studies (Interaction Design focus), Minor in Cultural Geography